TRACTION

TRUMPS EVERYTHING

19 CHANNELS FOR GROWTH

Traction Trumps Everything

> A startup is a company designed to grow fast...The only essential thing is growth. Everything else we associate with startups follows from growth.
>
> **– Paul Graham**

> Traction is growth. The pursuit of traction is what defines a startup.
>
> **– Traction Book**

Most Startups End in Failure

> Almost every failed startup has a product.
>
> What failed startups don't have are enough customers.
>
> **– Traction Book**

You Need a Traction Strategy

> The #1 reason that we pass on entrepreneurs we'd otherwise like to back, is their focusing on product to the exclusion of everything else.
>
> **– Marc Andreessen**

Find Your Traction Channel

> If you can get even a single distribution channel to work, you have a great business.
>
> If you try for several but don't nail one, you're finished. So it's worth thinking really hard about finding the single best distribution channel.
>
> **– Peter Thiel**

You Need To Give Traction Attention

> The biggest mistake startups make when trying to get traction is failing to pursue traction in parallel with product development.
>
> Traction and product development are of equal importance and should each get about half your attention. This is what we call the 50% RULE:
>
> Spend **50% of your time on product** and **50% on traction.**
>
> **– Traction Book**

Startups Get Traction Through 19 Different Channels

We interviewed more than forty successful founders to educate you on these channels.

CHANNEL 01

Viral Marketing

Get your users to market for you.

Companies that have used this channel successfully:

CHANNEL 02

Public Relations (PR)

Get your name out there via traditional media.

Companies that have used this channel successfully:

American Apparel

Virgin

DonorsChoose.org
Teachers ask. You choose.

CHANNEL 03

Unconventional PR

Do stunts and treat your customers outrageously well, and word will spread.

Companies that have used this channel successfully:

Zappos.com

hipmunk

Grasshopper
The Entrepreneur's Phone System

CHANNEL 04

Search Engine Marketing

Reach hundreds of millions of people by advertising on search engines.

Companies that have used this channel successfully:

Archives.com™ lendingtree℠ GEICO®

CHANNEL 05

Social and Display Ads

Advertise on social media and websites to reach millions of potential customers.

Companies that have used this channel successfully:

New Relic.

University of Phoenix®

DOLLAR SHAVE CLUB
SHAVE MONEY. SHAVE TIME.

CHANNEL 06

Offline Ads

Reach customers offline via TV, Radio and Print advertising.

Companies that have used this channel successfully:

salesforce

Volkswagen

SMIRNOFF

CHANNEL 07

Search Engine Optimization (SEO)

Get to the top of search engines.

Companies that have used this channel successfully:

CHANNEL 08

Content Marketing

Use your blog to educate and reach customers.

Companies that have used this channel successfully:

okcupid

KISSmetrics

unbounce
THE DIY LANDING PAGE PLATFORM

CHANNEL 09

Email Marketing

Reach and convert your prospects with targeted emails.

Companies that have used this channel successfully:

WP engine Customer.io GROUPON

CHANNEL 10

Engineering as Marketing

Use engineering resources to build tools that acquire customers.

Companies that have used this channel successfully:

HubSpot RJMETRICS redhat

CHANNEL 11

Targeting Blogs

Target popular blogs to reach new audiences.

Companies that have used this channel successfully:

CHANNEL 12

Business Development

Use partnerships to acquire millions of customers.

Companies that have used this channel successfully:

half.com KAYAK stripe

CHANNEL 13

Sales

Sell your product to enterprises and other customers.

Companies that have used this channel successfully:

box eloqua rackspace

CHANNEL 14

Affiliate Programs

Get affiliates to sell your product for you.

Companies that have used this channel successfully:

CHANNEL 15

Existing Platforms

Tie your growth to a larger platform like Facebook, Pinterest or the App Store.

Companies that have used this channel successfully:

CHANNEL 16

Trade Shows

Get customers and partners by participating in industry trade shows.

Companies that have used this channel successfully:

RJMETRICS

Slidepad

JBoss by Red Hat

CHANNEL 17

Offline Events

Create an event to bring customers to you.

Companies that have used this channel successfully:

CHANNEL 18

Speaking Engagements

Give speeches to groups of potential customers.

Companies that have used this channel successfully:

Clarity.fm MOZ enservio

CHANNEL 19

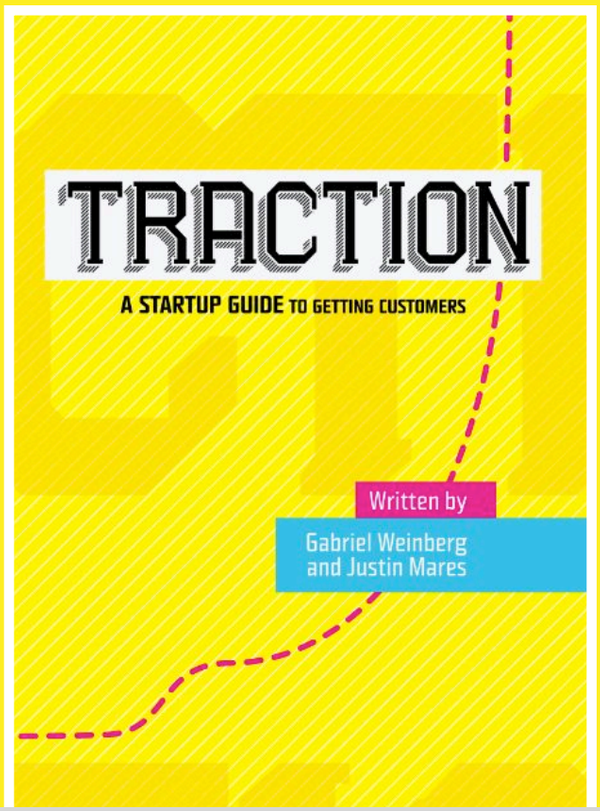
Community Building

Build a community around your company or product.

Companies that have used this channel successfully:

19 Traction Channels:

1. Viral Marketing
2. Public Relations (PR)
3. Unconventional PR
4. Search Engine Marketing (SEM)
5. Social and Display Ads
6. Offline Ads
7. Search Engine Optimization (SEO)
8. Content Marketing
9. Email Marketing
10. Engineering as Marketing
11. Target Market Blogs
12. Business Development (BD)
13. Sales
14. Affiliate Programs
15. Existing Platforms
16. Trade Shows
17. Offline Events
18. Speaking Engagements
19. Community Building



Traction Book provides startup founders and employees with the framework successful companies have used to find their distribution channels and get traction.

We developed this framework with the help of the founders behind several of the biggest companies and organizations in the world:

Jimmy Wales

WIKIPEDIA
The Free Encyclopedia

Alexis Ohanian

reddit

Paul English

KAYAK

Alex Pachikov

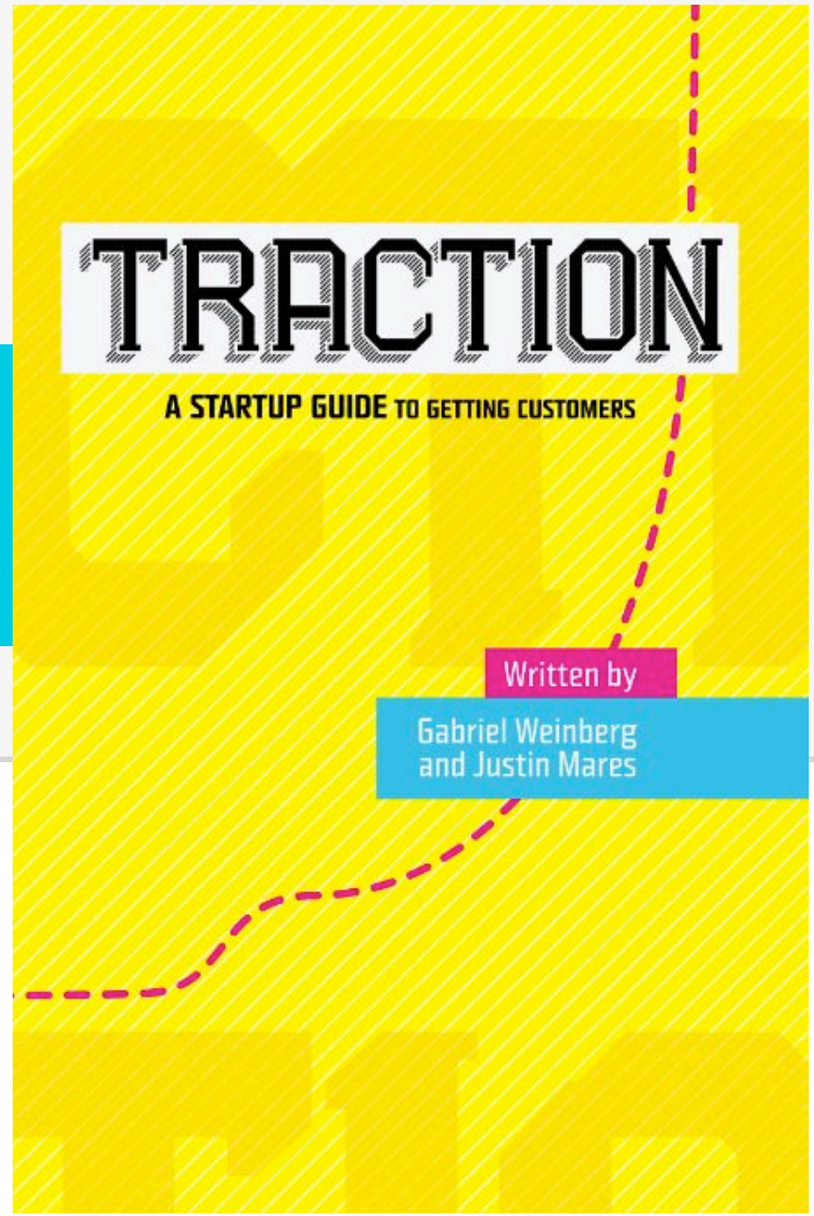
EVERNOTE

Get TRACTION

GET THE BOOK

TRACTION

A STARTUP GUIDE TO GETTING CUSTOMERS



Learn The Actionable Framework
You Can Use to Get Traction

Get the Book!